

Douglas County
Quit Line Data Summary
April 1 - June 30, 2002

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 7	N = 3,421
Percent of Statewide Calls	0.2%	100.0%
Percent of State Population in County¹	0.6%	100.0%
	County %	State %
Gender	N = 7	N = 3,099
Female	28.6%	62.9%
Male	71.4%	37.1%
Race/Ethnicity	N = 6	N = 2,578
People of Color	0.0%	13.7%
White	100.0%	86.3%
Age	N = 6	N = 2,323
Less than 18 years old	0.0%	2.1%
18 - 24 years old	0.0%	16.3%
25 - 34 years old	33.3%	22.2%
35 - 44 years old	50.0%	27.3%
45 years and older	16.7%	32.0%
Education	N = 7	N = 2,679
Did not graduate high school	0.0%	17.8%
High school graduate	100.0%	33.7%
Some college/vocational school	0.0%	37.4%
College graduate	0.0%	11.0%
Caller Type	N = 7	N = 2,929
General Information	0.0%	11.5%
Health care provider	0.0%	2.8%
Tobacco user	100.0%	85.6%
Payer Type	N = 7	N = 1,951
Insured	71.4%	40.6%
Uninsured	14.3%	22.7%
Medicaid	14.3%	36.6%
Heard About	N = 7	N = 2,463
Past caller	14.3%	17.0%
Employer/worksites	0.0%	1.3%
Health care provider	14.3%	17.6%
Television	57.1%	22.8%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.7%
Targeted mailing	0.0%	2.6%
Great Start	0.0%	0.4%
Radio	0.0%	1.3%
Newspaper/Magazine	0.0%	2.2%
Brochure/Newsletter	0.0%	4.9%
Family or friend	0.0%	21.7%
Health Department	14.3%	2.9%
School	0.0%	0.5%